

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMK2864 - PRODUCT PLANNING & MANAGEMENT

(All sections / Groups)

11 OCTOBER 2016
14:30 p.m. – 16:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with 5 Questions only (excluding the cover page).
2. Answer **All FIVE (5)** questions.
3. The distribution of the marks for each question is given.
4. Please write your answers in the **Answer Booklet** provided.

QUESTION 1

Briefly explain with examples the terms: new products process, product innovation charter, and product portfolio management.

(Total: 20 marks)

QUESTION 2

What are the various ways of implementing the first to market strategy? Explain with examples.

(Total: 20 marks)

QUESTION 3

With reference to the various considerations in concept testing research, describe the real-time response survey procedure.

(Total: 20 marks)

QUESTION 4

What are some of the considerations to keep in mind when developing sales-forecast? Explain.

(Total: 20 marks)

QUESTION 5

Describe direct marketing and minimarkets as methods of market testing and list their advantages.

(Total: 20 marks)

End of Page